



# TESL ONTARIO AFFILIATE CHAPTER OPERATING PROCEDURES

Updated October 23, 2015

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# 1 GENERAL OPERATIONS

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## 1.1 GENERAL AIMS & OBJECTIVES

TESL Ontario Affiliate Chapters are local units of TESL Association of Ontario (hereafter referred to as “TESL Ontario” or “Association”) whose primary purpose is to provide professional development and networking opportunities for local members in their specific geographic area. In this way, the particular needs of regions can be addressed. TESL Ontario and its 12 Affiliate Chapters throughout Ontario have a common vision and priorities and in this way work jointly to serve TESL Ontario members.

TESL Ontario Affiliate Chapters currently in place are:

- TESL Durham
- TESL Hamilton-Wentworth
- TESL Kingston
- TESL London
- TESL Niagara
- TESL North York/York Region
- TESL Northern Region
- TESL Ottawa
- TESL Peel-Halton-Etobicoke
- TESL Toronto
- TESL Waterloo-Wellington
- TESL Windsor

20 or more members in good standing residing or working in the same geographical area of Ontario can form an Affiliate Chapter.

For further information about how to form an Affiliate Chapter, see the TESL Ontario by-laws posted under the “Our Organization” section of the website.

## 1.2 STRATEGIC PRIORITIES

The TESL Ontario Board of Directors produces a 3-year Strategic Priorities document for the association. It is the responsibility of each TESL Ontario Affiliate Chapter to help the association work towards these goals.

## 1.3 AFFILIATE CHAPTER ELECTION PROCEDURES

Affiliate Chapter Executive members are elected by their respective membership. Each Affiliate Chapter Executive is required to form a Nominations Committee that will seek and vet Affiliate Chapter Executive applications. An Expression of Interest template as well as a Candidate Assessment Matrix is available

from TESL Ontario that may be adapted by an Affiliate Chapter in order to identify the candidates most qualified to serve the specific needs of the Affiliate Chapter. Once the candidates have been identified and have been approved by each Affiliate Chapter Executive, they will be presented to the Affiliate Chapter membership for election or acclamation at their regular annual general meeting (AGM).

The number of members on an Affiliate Chapter Executive is flexible, depending on size of Chapter. A minimum of five and a maximum of 15 is suggested. TESL Ontario requires that all members of an Affiliate Chapter Executive be voted in by the local membership as “Members-at-Large”. The term of service will be for three years, with the possibility of re-election for an additional three years. In order to serve the second three-year term candidates must be re-elected by the local membership.

An Affiliate Chapter Executive as a whole are required, at their first meeting after the AGM election, to choose at least four Officers who will serve as Affiliate Chapter President, Affiliate Chapter Representative, Affiliate Chapter Treasurer and Affiliate Chapter Membership Secretary. Position Descriptions for the four positions are provided under section 1.3.1. In addition to these four core positions, the Affiliate Chapter Executive may choose other positions to serve on the Executive, such as Webmaster, Newsletter Editor, Communications Officer, etc., based on their specific needs. The four core officer positions are required to be chosen every year, but the same person may be chosen throughout his/her term for a specific core position in order to provide continuity.

### 1.3.1 Position Descriptions

#### **AFFILIATE CHAPTER PRESIDENT**

The Affiliate Chapter Presidents as leaders of the Affiliate Chapters:

1. connect with other Affiliate Chapter Presidents to build a community of leadership expertise and to support each other in leading the Affiliate Chapters,
2. assure the integrity of the Affiliate Chapter process,
3. meet with the TESL Ontario Board once per year to discuss broad leadership issues, i.e. recruitment, recognition of volunteers, structure of the organization, and
4. are empowered to chair Affiliate Chapter Executive Meetings with all the commonly accepted power of that position (e.g. ruling, recognizing).

#### **AFFILIATE CHAPTER REPRESENTATIVE**

The roles of the Affiliate Chapter Representatives Group are as follows:

1. **Networking:** To learn from each other to better serve their local membership. The Affiliate Chapter Representative (ACR) group will meet twice annually to network and learn from the experiences of other ACRs.

2. **Membership Linkage:** To contribute to the Board's awareness of the strategic issues of the members-as-owners since the ACRs have a natural linkage with the members. At least once per year, the ACR group will meet at the request of the Board and communicate with the Board regarding membership issues.
3. **Member Information and Education:** To educate and assist their own local members regarding TESL Ontario including:
  - a) the benefits of TESL Ontario membership,
  - b) where and how to get answers to questions that the ACRs cannot provide themselves, and
  - c) information relevant to Affiliate Chapters and the members.
4. **Ambassadors of TESL Ontario:** To support TESL Ontario initiatives and help to support the organization's image.
5. **Information Dissemination:** Receives monthly reports from TESL Ontario Executive Director and share them as appropriate with members of the Affiliate Chapter Executive.

#### **AFFILIATE CHAPTER TREASURER**

The roles of the Affiliate Chapter Treasurers Group are as follows:

1. **General financial oversight of Affiliate Chapter's operation**
  - supervises and oversees all financial transactions of the Affiliate Chapter,
  - liaises with Affiliate Chapter Executive members about financial matters,
  - assures Affiliate Chapter Operating Disbursement (rebate) is spent on professional development, and
  - monitors the Affiliate Chapter's budget.
2. **Financial planning and budgeting**
  - prepares annual budgets,
  - prepares conference or event budget, and
  - presents budgets to the Affiliate Chapter Executive.
3. **Banking, record-keeping**

- liaises with the bank and maintains the Affiliate Chapter's bank account,
- deposits all incoming cash and cheques to the bank account in a timely manner,
- makes all payments by cheques (upon recommendation from the Auditors, the Association does use cash transactions.),
- ensures all cheques are signed by two authorized signatories,
- supports all payments with invoices and receipts, and
- keeps all financial documents on file.

#### **4. Financial reporting**

- prepares and submits a financial report with bank statement and relevant invoices/receipts to TESL Ontario on a monthly basis,
- prepares and presents financial reports for executive meetings, and
- prepares financial reports for the Affiliate Chapter's Annual General Meeting.

#### **5. Financial auditing**

- submits all required documents in the event of an audit, and
- liaises with the TESL Ontario auditor during the audit.

### **AFFILIATE CHAPTER MEMBERSHIP SECRETARY**

The roles of the Affiliate Chapter Membership Secretaries Group are as follows:

#### **1. Membership management**

- liaises with Member Services Manager at TESL Ontario,
- promotes TESL Ontario membership to non-members at Affiliate Chapter events and within the Affiliate Chapter community,
- receives an updated Affiliate Chapter membership list each month,
- responsible for distributing a copy of the Affiliate Chapter membership list to other Affiliate Chapter Executive members as necessary,
- responsible for maintaining the confidentiality of the Affiliate Chapter membership list,



- verifies Affiliate Chapter membership for the purposes of PD event registration as required,
- may contact lapsed Affiliate Chapter members to encourage them to reconsider renewing their membership,
- contacts new Affiliate Chapter members to welcome them to the Affiliate Chapter and provides the new member with membership information about the Affiliate Chapter, including professional development offerings, Affiliate Chapter communications (i.e. emails, website address, social media options, and contact information for the Affiliate Chapter President), and
- responds to member inquiries about renewal of membership, membership benefits and new membership options, referring members to the TESL Ontario Member Services Manager when/as appropriate.

## **2. Membership Reporting**

- receives monthly membership reports from TESL Ontario Member Services Manager, and reports membership statistics to Affiliate Chapter Executive including membership total, new members and lapsed members, and
- receives membership contact list on a monthly basis from TESL Ontario Member Services Manager and is responsible for forwarding the contact list to the individual on the Affiliate Chapter executive who is responsible for member communications, if necessary.

## **3. Networking**

- Attends annual online Membership Secretaries meeting with the TESL Ontario Member Services Manager, sharing membership related concerns from members with the group, learning about changes to the TESL Ontario membership process or membership benefits offerings.

## **1.4 AFFILIATE CHAPTER EXECUTIVE MEETINGS**

Affiliate Chapter Executives for each individual Affiliate Chapter are required to meet on a regular basis to conduct the affairs of their Affiliate Chapter. Each Affiliate Chapter must hold an Annual General Meeting once a year.

### **1.4.1 Core Officer Meeting Requirements**

- Affiliate Chapter Representatives or designated replacement from all Affiliate Chapters will meet three times annually. Twice as group, and once at a joint meeting with the TESL Ontario Board of Directors,

- Affiliate Chapter Presidents or designated replacement from all Affiliate Chapters will meet twice annually. Once as a group, and once at a joint meeting with the TESL Ontario Board of Directors,
- Affiliate Chapter Membership Secretaries or designated replacements may meet once annually with the TESL Ontario Member Services Manager in an online or teleconference format, and
- Affiliate Chapter Treasurers or designated replacements may meet once annually with the TESL Ontario Operations Manager in an online or teleconference format.

#### 1.4.2 Travel and Accommodation Reimbursements

Affiliate Chapter Executives are entitled to be reimbursed for their travel expense for attending Core Officer meetings. Mileage is reimbursed at 50 cents/km. There is no gas cost reimbursement in addition to the mileage indicated.

For those Affiliate Chapter Executives who live 50 km or further from the location of the meeting, accommodation will be available, if requested, for the night before the meeting. In the case of meetings taking place at the annual conference, overnight parking at the hotel and the cost of the room will be paid directly by TESL Ontario. However, for conference assistance recipients, the travel and hotel accommodations are already covered if the Core officer has applied for and has received conference assistance. If you are eligible to apply for conference assistance funding, you are required to do so.

There is no reimbursement for meals.

#### **Expense Claim Forms**

Travel expense claim forms can be requested from the TESL Ontario Operations Manager at [operations@teslontario.org](mailto:operations@teslontario.org) and should be emailed or mailed with the receipts to the TESL Ontario office. Costs of the hotel room and parking can be claimed on the Travel expense claim form as well.

#### **Complimentary Conference Passes**

Core Officers attending a meeting held at the annual conference, who have not received conference assistance funding, will receive a complimentary one day conference pass for the day of their meeting.

#### **Affiliate Chapter Executive Members' Code of Conduct**

All Affiliate Chapter Executives commit themselves to ethical, businesslike and lawful conduct in running the affairs of the Affiliate Chapters.

1. Affiliate Chapter Executives must have loyalty not only to their individual Affiliate Chapter but also to TESL Ontario and its membership, and not in conflict with loyalties to individuals, other organizations, or any personal interest as a member.

2. Affiliate Chapter Executives must avoid conflict of interest or perception of conflict of interest with respect to their fiduciary responsibility. Please refer to the Conflict of Interest Guidelines in section 1.4.3.
3. Affiliate Chapter Executives may not attempt to exercise individual authority over the Affiliate Chapter.
4. Affiliate Chapter Executives will respect the confidentiality appropriate to issues of a sensitive nature.
5. Affiliate Chapter Executives will be properly prepared for Affiliate Chapter Executive meeting deliberations.
6. Affiliate Chapter Executives will support the legitimacy and authority of the final determination of the Affiliate Chapter Executive on any matter, irrespective of their own personal position on the issue.
  - (i) In the event of intermittent absenteeism in an Affiliate Chapter Executive's first three-year term where the Affiliate Chapter Executive has less than 75% attendance, this could be a factor in the review process if the person applies to run for a second term.
  - (ii) If less than 75% attendance occurs in the second term, the Affiliate Chapter Executive President would discuss it with the Affiliate Chapter Executive to ensure that attendance expectations are clear. This would also aid in identifying any extenuating circumstances or other issues that could be resolved one-on-one.
  - (iii) Two consecutive absences would not be treated as automatic resignation. The Affiliate Chapter President would discuss with the Executive member back-to-back absences that might be explained by illness or family considerations.
  - (iv) If an Affiliate Chapter Executive member is unable to commit to improving attendance but chooses to remain on the Affiliate Chapter Executive, the Affiliate Chapter President, after consultation with the full Affiliate Chapter Executive, has the right to ask the Executive member to resign.

### 1.4.3 Conflict of Interest Policy

TESL Ontario commits itself and its members to ethical, businesslike and lawful conduct, including proper use of authority and appropriate decorum when acting as Affiliate Chapter Executive members.

Whenever an Affiliate Chapter Executive member has a conflict of interest or perceived conflict of interest with the association or with any subject matter that may be discussed at any given board meeting, this conflict needs to be brought to the attention of the entire Affiliate Chapter Executive.

After identifying the issue, matter or transaction with respect to which a conflict exists, the Executive member shall withdraw from any further involvement in that issue, matter or transaction, unless a majority of the Affiliate Chapter Executive members determine that the conflict is:

- immaterial or not averse to the interests of the Association, or
- that the benefits of allowing the person with the conflict to participate in the discussion or consideration, but not the final decision, outweigh the dangers; in which case the person may participate in the study or consideration of the issue, but not the final discussion, decision or vote.

Each Affiliate Chapter Executive meeting agenda will make mention of Declaration of Conflict of Interest so the issue can be declared up front. The minutes of the meeting at which the disclosure of any conflict is made shall reflect that the disclosure was made and whether the person with the conflict withdrew after making full disclosure of the matter in question and the conflict, and was therefore not present for the final discussion of the matter and any vote thereon.

A conflict of interest exists when:

- any Affiliate Chapter Executive member, close relative, or employer of the Executive member, has an interest in an issue, matter or transaction in which the Association has an interest, or
- any Affiliate Chapter Executive member or close relative acts as an agent, representative or spokesperson for any person, business, group or organization, in order to influence the Association on any issue, matter or transaction.

An individual or an organization is deemed to have a conflict of interest if the individual (1) is an agent for a person or organization with an identified goal of influencing a decision made by the Affiliate Chapter Executive, or (2) would experience a material economic gain or loss from a decision made by the Affiliate Chapter Executive.

A "close relative" is defined as a spouse, a child, natural or adoptive parent, grandparent, grandchild or sibling. The term also includes any other family member who resides in the same household or shares living quarters with an Affiliate Chapter Executive member under circumstances that closely resemble a marital or partner relationship.

When an Affiliate Chapter Executive member finds himself or herself in a conflict of interest in any position with another organization, the TESL Ontario representative shall immediately notify the Affiliate Chapter Executive, and the Executive may appoint an alternative Affiliate Chapter member to represent the interests of the Affiliate Chapter in the proceedings.

In addition to the foregoing, Affiliate Chapter members should not:

- use inside information (i.e. information made available to them because of their position as an Executive member which is proprietary or confidential or otherwise not generally known to the public) for their personal advantage or that of any close relative, or

- accept any service, discount, concession, fee for advice or service, or thing of value from any person or organization with an interest in an issue, matter or transaction in which the Affiliate Chapter also has an economic interest under circumstances that would suggest an obligation on the part of the Affiliate Chapter member to exert any influence on the Affiliate Chapter Executive to enter into a transaction or adopt, alter or abolish any policy on a position.

## 1.5 CODE OF ETHICS

A code of ethics establishes the ethical principles governing professional conduct. It reflects the social mores of the time, and the values and moral principles up held as a collective.

An association’s code of ethics fosters a culture that inspires its members to uphold the integrity of their profession, recognize their ethical responsibilities, guide professional decisions, and promote public trust. The Code of Ethics for TESL Ontario Members encapsulates the core values that ground their professional practice. These values are respect, integrity, compassion, trust, and commitment to excellence.

The TESL Ontario Code of Ethics can be found on the TESL Ontario website under the “Our Organization” section.

## 2 FINANCIAL

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### 2.1 AFFILIATE CHAPTER OPERATING DISBURSEMENT (REBATES)

The Affiliate Chapter Operating Disbursement is paid by TESL Ontario to all Affiliate Chapters in the first quarter in each calendar year.

The following Board decision is in effect with regard to Affiliate Chapter Operating Disbursement:

- Affiliate Chapter Operating Disbursements are calculated as 20% of the TESL Ontario net membership fee. The calculation is the same for the Student/Volunteer/Friends of TESL category as well.

A membership list for each Affiliate Chapter, used for the calculation of the operating disbursement, is mailed with the payment to the Affiliate Chapter Treasurer.

### 2.2 AFFILIATE CHAPTER TREASURER REPORTS

Affiliate Chapter Treasurers are required to submit monthly financial reports to TESL Ontario during the fiscal year. The report for each month must be submitted by the last day of the following month by electronic or hard copies. A report template is provided. A reminder email to the Treasurers will be sent by the 20<sup>th</sup> of each month.

The monthly financial report must include the completed report template in excel format, the bank statement and the invoices/receipts for all expenses paid during the month.

Orientation and ongoing advice to Affiliate Chapter Treasurers is offered by the TESL Ontario Operations Manager through email, phone or in person.

## 2.3 AFFILIATE CHAPTER AUDITS

TESL Ontario's Auditor selects two Affiliate Chapters for audit at the end of the fiscal year.

The Affiliate Chapter Treasurer is required to be available to answer any auditor questions during the audit.

## 2.4 FISCAL RESPONSIBILITY

Affiliate Chapter Treasurers are responsible to oversee all financial activities of their Affiliate Chapter and assure that the Affiliate Chapter is in good shape financially.

TESL Ontario expects Affiliate Chapters not to run a deficit.

In the case of contract amounts exceeding 25% of the Affiliate Chapter's Operating Disbursement amount, the Affiliate Chapter must notify the TESL Ontario Head Office before signing the contract.

# 3 MEMBERSHIP

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## 3.1 AFFILIATE CHAPTER MEMBERSHIP REPORTS

Affiliate Chapter Membership reports are sent to the Affiliate Chapter Membership Secretary on a monthly basis by the Membership Services Manager. These reports are to be used by the Affiliate Chapter Executive to communicate with its members, as well as to monitor the membership for trends to help develop future plans for the Affiliate Chapter.

The monthly reports include the following:

- **Active Membership List** – list of all active Affiliate Chapter members
- **Non-Renewal Report** – list of recently lapsed Affiliate Chapter members
- **New Member Report** – list of all new Affiliate Chapter members joined in the previous month

Other Optional Reports Include:

- **Renewals Processed Report** – list of all renewals processed in the previous month
- **Teaching Sector Report** – Affiliate Chapter membership totals by teaching sector

## 3.2 MEMBERSHIP& ACCREDITATION FEES

TESL Ontario membership fees are calculated based on the operating requirements of the organization as well as market research with comparable organizations.

TESL Ontario offers three types of memberships:

- accredited membership,
- standard membership, and
- student/volunteer/friends of TESL Ontario membership.

## 3.3 RECRUITING MEMBERSHIP

TESL Ontario Affiliate Chapters are responsible for promoting membership in TESL Ontario to non-members in the language training community, by identifying non-members at Affiliate Chapter events and providing them with information about membership benefits and services of TESL Ontario.

Membership brochures and accreditation information are available from TESL Ontario for this purpose. To request copies of the membership brochure, please contact the TESL Ontario Member Services Manager at [membership@teslontario.org](mailto:membership@teslontario.org).

TESL Ontario Staff members are available to attend Affiliate Chapter events to offer an information session or an information table to provide membership and accreditation information to attendees.

To request TESL Ontario staff presence at an Affiliate Chapter event, please contact the TESL Ontario Member Services Manager at [membership@teslontario.org](mailto:membership@teslontario.org).

# 4 PROFESSIONAL DEVELOPMENT

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## 4.1 PROGRAMMING POLICY

Affiliate Chapters are encouraged to offer local professional development (PD) opportunities for members. PD events should meet the requirements for qualified PD as outlined in section 4.2.

PD formats can include:

- conferences,
- professional development events,
- annual general meeting,
- online /webinar style events, and
- networking events

#### 4.1.1 Proof of Professional Development

Affiliate Chapters must provide proof of PD to all event participants in one of two forms:

- PD certificate – containing the type, name, date and hours of PD of the event as well as the name of the participant (Affiliate Chapter customizable PD certificate templates are available. To request a copy of the template, please contact the TESL Ontario Member Services Manager at [membership@teslontario.org](mailto:membership@teslontario.org)) or
- Event fees receipt, containing the type, name, date and hours of PD of the event as well as the name of the participant.

## 4.2 PROFESSIONAL DEVELOPMENT REQUIREMENTS

Ongoing professional development (PD) is an important aspect of TESL Ontario accreditation for many reasons. It stimulates the circulation of creative ideas, innovative techniques, and new research among TESL Ontario accredited instructors. A record of PD activities signifies the academic currency and depth embedded in accreditation and lends weight to TESL Ontario's advocacy of the recognition and regulation of professional standards for the "adult ESL instructor profession" in Ontario.

### **PD Standard**

To be recognized as PD, an activity must meet the following criteria:

1. It will increase the participants' knowledge of the theories, methods, or techniques of teaching English as a second/foreign language or their knowledge of a subject closely related to TESL/TEFL such as principles of adult learning, classroom management, diversity training, culture, multiculturalism, assessment, and technology in the classroom,
2. It will augment participants' teaching English as a second language skills and classroom performance, and
3. It is above and beyond the day-to-day requirements of the applicant's professional duties. Therefore, an activity (or a component of an activity) the applicant is required to carry out as part



of their daily professional responsibilities does not count towards the PD hours required for accreditation renewal.

TESL Ontario acknowledges that accredited members experience professional development regularly in the performance of their teaching responsibilities, and there are many valuable PD activities in which they may participate during work hours or personal time. The activities listed under “Activities Recognized as PD” on the TESL Ontario website are confined to those specific PD activities that can be used for the purposes of accreditation renewal.

#### 4.2.1 PD Carryover Policy

Please note that additional PD hours completed in any given accreditation year cannot be carried over to the following accreditation year, with the exception of those hours completed during the renewal month. PD hours during the renewal month can be considered either for the current accreditation year or the next accreditation year.

#### 4.2.2 Annual PD Audit Process

Approximately 10% of renewals due in every given month are randomly selected and receive a PD audit notice about a month prior to the renewal due date. The selected members will be required to submit (mail, fax, email, or deliver) their proof of PD by their accreditation expiry date to be eligible for accreditation renewal. A one-month grace period will be granted if the required PD is not submitted by the renewal due date. At the end of the grace period, accreditation will lapse if PD is still outstanding.

The following individuals are automatically exempt from PD audit selection process for the accreditation year/s when the recognized PD activity has been completed:

- TESL Ontario Board Members,
- members of the TESL Ontario working committees,
- members of the TESL Ontario Affiliate Chapter executive,
- accredited members who participated in the TESL Ontario conference for a minimum 10 hours, and
- accredited members who complete a PTCT course and apply to TESL Ontario for PTCT certificate of achievement.

### 4.3 NOTIFYING TESL ONTARIO OF PROFESSIONAL DEVELOPMENT EVENTS

It is important that TESL Ontario be notified of all upcoming Affiliate Chapter events. This information allows TESL Ontario to assist with the promotion of these events through posting on the main TESL Ontario events calendar, social media, member emails and newsletters. In addition, the information is provided in the TESL Ontario annual report.

### 4.3.1 Upcoming Events

Affiliate Chapters are required to notify TESL Ontario of all upcoming professional development events, including the date, time, location and short description of the event so that the information can be put into the main TESL Ontario events calendar.

### 4.3.2 Post Event Report

Affiliate Chapters are responsible for submitting a short post-event report to the TESL Ontario Member Services Manager containing a recap of the event, including the total number of attendees.

### 4.3.3 Event Insurance Certificates

TESL Ontario will arrange for insurance certificates for all Affiliate Chapter events. To obtain an insurance certificate, please contact the TESL Ontario Office Manager at [administration@teslontario.org](mailto:administration@teslontario.org).

## 5 COMMUNICATIONS& PUBLIC RELATIONS

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### 5.1 MEMBERSHIP COMMUNICATIONS

TESL Ontario Affiliate Chapters are responsible for communicating effectively with Affiliate Chapter members in a number of areas including:

- Affiliate Chapter event notifications,
- Affiliate Chapter community news / initiatives, and
- Affiliate Chapter Executive recruitment, notices of elections, and annual general meetings.

#### 5.1.1 Member Communications Guidelines

All Affiliate Chapter member communications should:

- be written in a professional manner,
- include an Affiliate Chapter logo,
- include a greeting,
- clearly identify the communication sender as the Affiliate Chapter,
- include contact information for the Affiliate Chapter,

- be copied to the Membership Services Manager at TESL Ontario, and
- include clickable links to the Affiliate Chapter website where appropriate.

Affiliate Chapters should never communicate to its members on matters that are not directly related to Affiliate Chapter responsibilities.

### 5.1.2 Constant Contact

Each TESL Ontario Affiliate Chapter will be provided with login details for a shared Constant Contact account. Constant Contact is an online email and electronic newsletter deployment program. This program will automatically manage the email exclusions list for the Affiliate Chapters.

Affiliate Chapters are required to use Constant Contact to send email communications to Affiliate Chapter members. Each Affiliate Chapter will use an email letterhead template that has been provided by TESL Ontario with the Affiliate Chapter logo. The use of these templates will ensure a consistent brand for TESL Ontario and TESL Ontario Affiliate Chapters further clarifying the Affiliate Chapter relationship with TESL Ontario.

TESL Ontario will upload a new email list for each of the Affiliate Chapters at the beginning of each month to ensure that the most up-to-date member contact information is being used at all times.

A user guide will be provided to each Affiliate Chapter with clear instructions on how to use the email deployment program, how to create a new email, how to deploy an email to your Affiliate Chapter members, how to manage email lists, and how to track email opens.

In addition to the user guide, online training will be provided to one or two Affiliate Chapter Executive members who will be responsible for Affiliate Chapter member communications.

## 5.2 COMMUNICATIONS FROM THE AFFILIATE CHAPTER TO TESL ONTARIO

Affiliate Chapters are responsible for informing TESL Ontario of the following:

- upcoming Affiliate Chapter events, including – date, time, location and short description of the event for the purpose of populating the TESL Ontario event calendar,
- changes to Affiliate Chapter executives,
- changes to Affiliate Chapter volunteers,
- Affiliate Chapter updates for TESL Ontario quarterly membership newsletter,
- minutes from Affiliate Chapter Representative or Presidents joint meetings, and

- post-event reports.

### 5.3 MEDIA / PUBLIC RELATIONS POLICY

TESL Ontario is a well-established and highly respected organization in the world of ESL education and learning. The services our members provide to English language learners throughout Ontario encompass much more than language training. We have a responsibility to be open and responsive to information requests.

This Media/Public Relations policy is intended to assure that any information disclosed by TESL Ontario is timely, accurate, comprehensive, authoritative and relevant to our organization. We also want to be proactive in seeking positive media attention when opportunities arise. In addition, we need to be able to correct incorrect reporting in a timely manner.

This policy applies not only to Affiliate Chapters, but also to Board and Committee members. The guidelines noted below cover all external news media including broadcast, electronic, print, social media, the internal publications of school boards, colleges/universities, community centres, and the like.

#### 5.3.1 Media / Public Relations Guidelines

1. The principal contact with media is the public relations consultant of TESL Ontario who provides the appropriate information in the form of media releases AND who also designates, in collaboration with the Executive Director, the most appropriate spokesperson on a particular issue being queried.
2. If a reporter/editor wishes to write an article about a local region/area/chapter and/or about one of the award winners from an Affiliate Chapter, the TESL Ontario PR consultant will contact the Affiliate Chapter Representative or the individual Award winner and advise them of name and contact information of who will be calling, as well as the nature of story.
3. Should a reporter, producer or other news media contact an Affiliate Chapter Executive member for information about TESL Ontario, a recent event, an action/event that could impact our organization, OR a topical story in your community relative to our profession, **please refer the call to TESL Ontario's Executive Director.**
4. If taking a call from the media, courtesy, professionalism and prompt response is critical. Key points to ask are:
  - a. reporter's name,
  - b. media organization,
  - c. telephone number,
  - d. email address,

- e. deadline, and
  - f. topic they wish to discuss.
5. Remember to contact TESL Ontario's Executive Director **immediately after** you have been approached by the media with the above information.

### 5.3.2 Sharing News Story ideas

If you believe you have a positive news story to share with the public, please contact TESL Ontario's Executive Director.

### 5.3.3 Notifying TESL Ontario of Published Articles

Should you see any mentions or articles about TESL Ontario or ESL education and learning in a local community newspaper, internal publication (e.g. school board, college/university, community service centre, etc.), OR social media group outside the industry itself, please direct it to the TESL Ontario Member Services Manager. Since TESL Ontario does not have a paid media reporting service to alert us to any such mentions, especially in the case of internal publications, we appreciate your assistance in spotting these items.

## 5.4 TESL ONTARIO AFFILIATE CHAPTER LOGO USAGE

Each Affiliate Chapter received a customized version of the TESL Ontario logo in 2011 and was provided a three-year time frame with which to implement the new logos. The Affiliate Chapter logo must be present on all official communications from the Affiliate Chapter to its members, including email and letter communications. The logo must also be present on the Affiliate Chapter website and all social media accounts.

Each Affiliate Chapter must ensure that it is using the logo in accordance with the TESL Ontario corporate visual standards. The logo must not be altered in anyway.

Contact the Member Services Manager at [membership@teslontario.org](mailto:membership@teslontario.org) for a copy of the Visual Standards Guide.

## 5.5 SOCIAL MEDIA GUIDELINES

Affiliate Chapters are encouraged to set up official Affiliate Chapter social media accounts such as Facebook, Twitter, LinkedIn or Pinterest.

The use of Social Media is an important tool used to support professional development and awareness of TESL Ontario and ESL education and learning. It is important to remember that all online activity on FaceBook, Twitter, LinkedIn, Pinterest and Blogs can be tracked and traced, so courtesy and

professionalism in using these media are also critical in presenting the most meaningful, relevant and respectful material.

Any Affiliate Chapter that is actively engaging its members on social media must adhere to the following guidelines for social media usage under the TESL Ontario Association name.

### 5.5.1 General Social Media Guidelines

1. Be transparent: the views you share are yours and yours alone.
2. Be professional: everything you write is being watched so make sure you stay polite and respectful to the organization, your colleagues and your learners.
3. Don't disclose any confidential information.

### 5.5.2 Social Media and Online Conduct Guidelines

Affiliate Chapters are encouraged to engage their members using social media. It is important that social media tools are used appropriately to raise the profile of the Association and its Affiliate Chapters.

1. Do not disparage TESL Ontario or any TESL Ontario Affiliate Chapters in anyway. TESL Ontario and its Affiliate Chapters are all interconnected, and the organization's reputation is as well. Always be positive about the organization and its initiatives.
2. Never post anything that could be damaging to the TESL Ontario brand and/or relationships with its members, stakeholders and funding partners.
3. Do not engage in inflammatory or inappropriate discussions about TESL Ontario, TESL Ontario Affiliate Chapters, parent or sister organizations or funders.
4. Always be kind, respectful and helpful in all responses to comments and questions on social media.
5. Use appropriate language at all times.
6. Affiliate Chapter executives or volunteers operating social media accounts in an official capacity for the organization must protect all TESL Ontario confidential information.
7. Share/post only information that is directly related to TESL Ontario, TESL Ontario Affiliate Chapters, or the ESL language training field in general.
8. Always confirm with TESL Ontario the desired responses for inquiries regarding policies and procedures of TESL Ontario before posting a response.

## 5.6 AFFILIATE CHAPTER WEBSITE GUIDELINES

Affiliate Chapter websites are an important communication tool. It is important that these tools be used effectively and appropriately.

1. Website must be regularly maintained by an assigned Affiliate Chapter volunteer or executive.
2. Affiliate Chapters are responsible for posting important information from TESL Ontario that affects all members, e.g. changes to PD requirements, any other items to add here? .
3. Post in a timely fashion, information on upcoming Affiliate Chapter events as well as the Annual TESL Ontario Conference.
4. Website must contain a TESL Ontario Affiliate Chapter logo, displayed in accordance with the logo usage guidelines and visual standards guide.
5. Website must display contact information for the Affiliate Chapter.
6. Website must provide a list of current Affiliate Chapter Executive members and their positions.
7. Remove information that is excessively out of date.

## 6 RECOGNITION AWARDS

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TESL Ontario feels that it is important to recognize the dedication and commitment of Ontario's English language educators to their profession, learners and communities. TESL Ontario offers three recognition awards designed to honour these individuals.

### 6.1 DISTINGUISHED CONTRIBUTION AWARD

The TESL Ontario Distinguished Contribution Award is designed to recognize and honour particularly significant achievements and/or contributions to the advancement of the profession of English language educators, the English language training sector and/or TESL Ontario.

Each year up to three Distinguished Contribution Awards are presented. Nominations are submitted using an online nomination system. All nominations are presented to the TESL Ontario Board of Directors for consideration and selection of the final recipients.

Award nominations open each year in the spring and recipients are honoured at the TESL Ontario annual conference in the fall.

#### **Nomination Overview:**

Nominees must have demonstrated their commitment to the English Language Training profession over a minimum of 12 years in addition to making a significant contribution to the advancement of the English language educational sector and/or profession.

## 6.2 SPARKS OF EXCELLENCE AWARD

The TESL Ontario Sparks of Excellence Award is designed to recognize and acknowledge the excellence and commitment of TESL Ontario members who provide outstanding educational experiences to their students or who demonstrate exceptional leadership/mentoring expertise towards their colleagues and student teachers.

TESL Ontario presents two *Sparks of Excellence Awards* annually. Nominations are submitted using an online nomination system. All nominations are presented to a team of volunteer judges who review and score each submission. The final award recipients are determined by the two highest scored nominees.

Nominations for the Sparks of Excellence Award are accepted each spring, and winners will be presented with their awards at the TESL Ontario annual conference each fall.

### **Nomination Overview:**

Nominees must have demonstrated their commitment to the ESL profession in one of the following ways:

- By providing an outstanding educational experience to their students, or
- By demonstrating exceptional leadership/mentoring expertise towards colleagues and/or student teachers in their workplace.

## 6.3 AFFILIATE SERVICE AWARD

The TESL Ontario Affiliate Service Award is designed to acknowledge the vital contributions of the volunteers who are instrumental in the success of their local TESL Ontario Affiliate group. These individuals who contribute valuable skills, expertise and commitment to the success of their local community of language training professionals are nominated by peers from their local affiliate members and recognized at the affiliate level.

The award nomination and recognition process for the Affiliate Service Award is carried out entirely at the affiliate chapter level.

Each of the participating Affiliate Chapters has its own award guidelines, nomination submission and evaluation procedures and communicates nomination deadlines directly to its members.

TESL Ontario will contribute a maximum of \$60 per year towards the cost of the award presentation piece presented to the winner of the Affiliate Service Award for each participating Affiliate Chapter.



Reimbursement Claim forms for this expense can be requested from the Operations Manager at [operations@teslontario.org](mailto:operations@teslontario.org).

## 7 COMPLIANCE RESPONSIBILITIES

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### 7.1 CANADIAN ANTI-SPAM LEGISLATION (CASL)

On July 1, 2014, the Canada Anti-Spam Legislation (CASL) went into effect. CASL requires that senders of all commercial/promotional emails must obtain expressed consent of opt-in from their recipients prior to sending them emails.

TESL Ontario has the 'implied consent' of all TESL Ontario members as a result of our existing business relationship with the members, and, this 'implied consent' allows TESL Ontario and TESL Ontario Affiliate Chapters to send association/membership related electronic communications to members. However, renewing members will be asked to provide express consent upon their renewal each year to ensure that the organization is compliant should any of our electronic member communications be classified as marketing or promotional in nature. In addition, all new members will be asked to provide consent on their application forms.

The CASL legislation also requires that all organizations offer a method for individuals to opt-out of receiving electronic communications from the organization.

All TESL Ontario Affiliate Chapters are required to comply with the Canadian Anti-Spam Legislation in the following ways:

- must offer its members a way to opt out of receiving emails from the Affiliate Chapter.(This service is built into the Constant Contact email deployment program mentioned in section 5.1.2),
- must maintain a list of individuals who have requested to be removed from electronic communications lists and must ensure the individuals on that list are removed from any mass email to Affiliate Chapter members.(The Constant Contact email deployment program automatically manages any opt-out lists in this manner), and
- must not sell member email addresses to third party organizations.

### 7.2 ACCESSIBILITY FOR ONTARIANS WITH DISABILITIES ACT (AODA)

The Accessibility for Ontarians with Disabilities Act, 2005 (AODA), is a law passed by the Ontario legislature that allows the government to develop specific standards of accessibility and to enforce them.

The purpose of the accessibility standards is to move organizations in Ontario forward on accessibility. The customer service standard is the first standard developed under the AODA.

The customer service standard applies to all organizations, both public and private, that provide goods or services either directly to the public or to other organizations in Ontario (third parties) and that have one or more employees in Ontario. The customer service standard requires providers to train staff on providing customer service to people with disabilities. Also, training must be provided to everyone who is involved in developing policies, practices and procedures on providing goods or services.

The law requires that all TESL Ontario Affiliate Chapters and their volunteers comply with the Accessibility for Ontarians with Disabilities Act by providing training to executive members who have not received training at their workplace. Also, volunteers who participate at Affiliate Chapter conferences and events need to be trained.

All TESL Ontario Affiliate Chapters are required to submit a proof of compliance with AODA that lists the names of all executive members with their signature attesting the completion of an AODA training.

All individuals who volunteer at an Affiliate Chapter event must receive AODA training. This can be accomplished by providing the AODA Training Tips document to the volunteers and having them sign an AODA training completion form attesting that they have read and understood the training document.

Send a request to the Operations Manager at [operations@teslontario.org](mailto:operations@teslontario.org) for a copy of the AODA Employer Handbook, the AODA Training Tips document, and the AODA training completion form.

### 7.3 RECORD KEEPING

Financial records and their related documents must be kept for a minimum of six years from the end of the last tax year to which they relate. The tax year is the fiscal period, which runs from April 1st to March 31st for TESL Ontario and its Affiliate Chapters.

All records of the minutes of meetings of the affiliate chapter executives should be kept during the lifetime of the Affiliate Chapter.

Membership lists may be discarded after one year.

Discarded documents should be shredded to protect the privacy of the members.